

CAMBRIDGE
(IN THOUSANDS OF DOLLARS)

LAUNCH

ADVERTISING

MAGAZINES	\$8,300
SUPPLEMENTS/NEWSPAPER	
FSI	
OUTDOOR	
AGENCY PRODUCTION	1,000
PM PRODUCTION	
SUBTOTAL- ADVERTISING	9,300

EVENT SPONSORSHIP 0

RETAIL PROMOTIONS (INCLUDES MERCHANDISE CPN)

4TH QTR PACK	4,000	1/2 week at \$12/pack = 2.9M deals
4TH QTR CTN	10,000	W/ incentive or catalog, 1.5M deals
MEGA VOLUME	1/2 6,800	63G15 200000 deals

SUBTOTAL- CONSUMER INCENTIVES 20,800

COUPONING

1 NATIONAL FSI	2,900	1/2 6M/F + 10/13
INCLUDING \$.5 MILLION PLACEMENT COST		
	2,900	

SUBTOTAL- COUPONING 2,900

DIRECT MARKETING

DIRECT MAIL - 3RD WAVE	3,000	Net 1,100
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SUBTOTAL- DIRECT MARKETING 3,000

PERM & TEMP POS/ARTWORK

PERMANENT POS	
TEMPORARY POS	
ARTWORK	200

SUBTOTAL- POS 200

SAMPLING/OTHER PROMOTIONS 0

TOTAL BRAND PROGRAMS \$36,200

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